

March 9, 2021

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 City of Coachella
 53990 Enterprise Way
 Coachella, CA 92236

Project Approach: Build educational video campaign mitigating misinformation about the coronavirus vaccine and creating comfort and confidence in vulnerable populations.

Video Production Services

OUTREACH STRATEGY	DESCRIPTION	NOT TO EXCEED COST
Create video series	<ul style="list-style-type: none"> » Participate in preproduction strategy discussion/preparation; review of archive assets, existing footage, etc. » One half-day of shooting (4-5 hours) » Capture footage for video with crew of 3 <ul style="list-style-type: none"> a. Director/Producer/camera operator b. Drone operator/camera assistant/b-camera operator c. Field producer » Provide and utilize equipment as follows: <ul style="list-style-type: none"> a. Panasonic 4k Professional plus media (fixed LEICA lens) + kit b. Panasonic Gh4 plus operator/camera assistant / Lumix 14-55 lens PKG + kit c. DJI Ronin-S mounted gimbal and steady camera rig d. DJI Phantom 4k Pro-grade Drone e. Senheisser Lavalier audio package (3 mics available in kit) f. Manfrotto Professional grade tripod with Bogen head g. Mobile LED lighting kit 	\$1,800
	<ul style="list-style-type: none"> » Produce series of (not to exceed 6) videos at less than one minute each » Incorporate existing and stock video, photography and screen captures as appropriate b-roll » Craft scripts in English or Spanish as needed, pulling quotes and weaving the story together, balancing voice over and interviews to create a seamless narrative » Facilitate Zoom interviews, if needed, to supplement in person shoots » Design brief animated sequences, as needed to support the narrative » Provide and direct professional network TV level voice talent if required » Facilitate basic sound mix and color correction (no CGI) » Provide client with access to any/all raw footage and final cuts on hard drive for future use » Provide multiple formats for client use; assist client in adapting final product for online distribution 	\$3,200
Subtotal		\$5,000
Optional animated video	<ul style="list-style-type: none"> » Produce animated short in three languages highlighting vaccine safety and process » Craft script with community concerns in mind » Develop storyboards to allow for client feedback throughout the process » Provide and direct professional network TV level voice talent in English, Spanish and P'urhepecha 	\$5,000
Subtotal with optional add on		\$10,000
Not to exceed:		\$10,000

..... *Terms & Compensation*

Video production services for the above project will be billed monthly with a not to exceed of \$10,000.

Either party may end this agreement by providing written notice to the other party. In the event of termination, CV Strategies shall be paid for all hours and expenses accrued up to the date of termination.

Hard costs incurred by CV Strategies will be billed to the client with a nominal service charge of 10% (not to exceed \$250 per item). This includes all anticipated hard costs such as printing, mailing, photography, video, advertising, etc. Required travel mileage will be billed at the published IRS rate.

All services and hard costs will be billed monthly. Invoices should be paid in full upon receipt.

..... *Agreed & Approved*

Name Signature

Title Date